



Tourism & Events Department
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To: Linda Dillenbeck, Chairperson
 Tourism Development Commission

From: Karen Churchard, Tourism & Events Director
 Steve Geiogamah, Tourism Development Manager

Date: June 16, 2020

Subject: Tourism Development Event Funding Program Application Release and
 Operating Contingency Fund

In follow up to the May 19 TDC event funding program recommendations, which are scheduled to be presented to City Council for approval on June 30, staff is recommending FY 2020/21 event funding distribution as shown below in Table 1. The second column provides the current fiscal year allocations, the third and fourth columns represent FY 2020/21 information presented to the TDC and the recommended redistribution.

Table 1. FY 2020/21 Tentative Budget - Event Funding Program Distribution

	Working Forecast Budget FY 19/20	Tentative Budget FY 20/21	Tentative Working Budget FY 20/21
<i>Event Funding Programs</i>	664,580	225,000	384,000
Matching Event Advertising Funding Program	84,480	25,000	90,000
Event Venue Fee Program	32,600	0	20,000
Community Events Program	187,500	0	74,000
City Holiday Event - Scottsdazzle	360,000	200,000	200,000
<i>Undesignated, Uncommitted</i>	-	183,773	31,767

Additionally, the commission requested information on the use of the Tourism Development Fund operating contingency at the May 19 TDC meeting. There are no restrictions regarding how the operating contingency funds can be used to support the city's tourism program, other than a request for transfer should only be made when the operating budget funds have been fully allocated. The FY 2020/21 operating contingency is \$2.5 million.

Based on the above information, and due to the COVID-19 impact, staff has made modifications to the event funding programs since the May 19 TDC meeting and are recommending:

1. Matching Event Funding Program (\$90,000)
 - Due to Covid-19 impact on the hotel average daily rate, event room night funding threshold requirement has been removed.
2. Event Venue Fee Program (\$20,000)
 - Maximum program funds available per event is \$2,500. (Note: In comparison FY 2019/20 program maximum funds available for events was \$5,000. Amount available for events held at WestWorld was \$25,000.)
 - Due to Covid-19 impact on hotel average daily rate, proposed minimum room night requirement is 430 room nights for a maximum amount per event of \$2,500.
3. Community Event Funding Program (\$74,000)
 - Funding eligibility begins in year two of the event being held in Scottsdale.
 - Website funding use criteria is removed.
 - Due to current state with large gathering restrictions, event funding allocation will be made post event following contract compliance. (Note: In comparison, FY 2019/20 program allocation was 75% pre-event 25% following contract compliance.)
4. Multi-Year Community Event Funding Program
 - Due to current state with large gathering restrictions, event funding allocation will be made post event following contract compliance. (Note: In comparison, FY 2019/20 program allocation was 75% pre-event 25% following contract compliance.)
 - FY 2020/21 tourism operation contingency funds will be requested to support multi-year event funding requests.
5. New Event Development Program
 - Program attendance requirement is a minimum of 5,000 attendees. (Note: In comparison FY 2019/20 attendance requirement is a minimum of 2,000 attendees.)
 - FY 2020/21 tourism operation contingency funds will be requested to support new event funding requests.

Requested Action

Action by motion is requested if the Commission wishes to recommend the FY 2020/21 event funding distribution and program application process. If the Commission wishes to consider additional changes, staff will proceed accordingly.